

INNOVATING EXECUTIVE EDUCATION: London Business School Goes Digital

London Business School wanted to innovate executive education in the digital space with a fluid, flexible approach that upheld the school's reputation for excellence while showcasing its always-innovative nature.

THE SITUATION

The digital world has come to executive education, and London Business School wanted to do it right. They partnered with Intrepid to create their first online executive education program, appropriately titled "Innovating in the Digital World."

THE SOLUTION

"We were initially interested in Intrepid because it doesn't look at all like an LMS," says Sushil Pallen, Learning Innovation Manager at London Business School, "and that we can show our corporate students a clear path and an amazing learning experience. He adds, "And it has allowed us to scale globally in a way we never could with our in-person programmes."

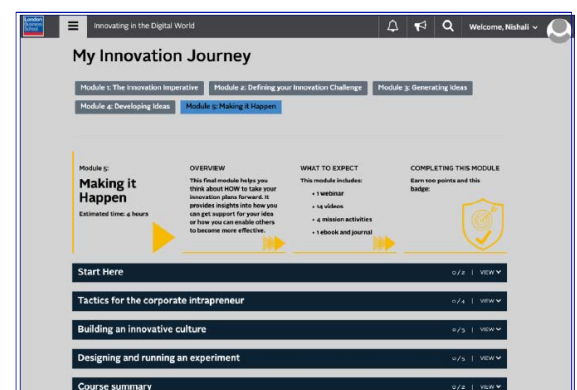
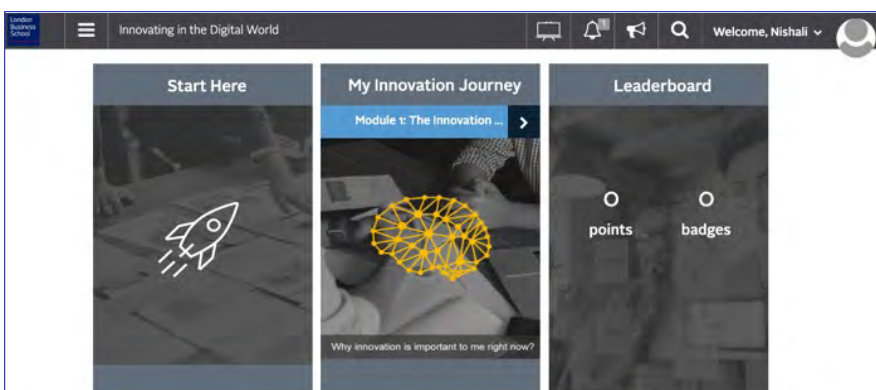
Full of short-form content, context, and on-the-job application, London Business School's Innovating in the Digital World is attended by high-level C-suite executives across a wide swath of industries and countries. The aim



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of the course is for each learner to take an innovation challenge from their organization and turn it into an innovation experiment by the end, working each week on their particular situation and sharing the steps with others in the cohort. Other content includes business cases, videos from expert professors, and moderated discussion forums. At the end of the course, passing students receive a digital certification they can use on LinkedIn.



RESULTS

The first digital "Innovation in the Digital World" run outdid on-campus net promoter scores by a significant margin, to the tune of a 77.6 NPS, and the course completion rate was 93%.

C-suite feedback:

- "The learning plan helped me to frame and clarify many disordered ideas I had. Also, from a technical and user-friendly point of view, this is the best online platform I have seen, and I have done quite a few online courses."
- "I like the structure with short video, business cases and missions."
- "The digital platform and contents are extremely effective and efficient: usable by every device in the same way, intuitive, innovative, and very stable."
- "The full experience was memorable and exciting."
- "The platform is excellent for me."
- "I recommend this on-line course to anyone that would like to understand better how to innovate in their business or just simply have a better understanding of the fast-changing world today. In a way this course will provide you with some guidelines and also, thanks to the interaction with the other students, you will have to think or rethink your own business."
- "Attending this course has made a real difference in my approach to innovation. Outstanding faculty, wise learning techniques and an innovative platform make this course first in its category."

"The Intrepid platform has allowed us to move into the fully digital world of executive education without losing a bit of what makes London Business School unique," says Pallen. "We are looking forward to expanding our online offerings on the Intrepid platform even more in the coming year and see great things to come."



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The collaborative features of the platform allow the C-suite audience to not merely interact with each other, but network and exchange ideas as well.

One of the unique aspects of this course are the "Innovation Jams," where a moderator posts a few exemplary assignments from the week's missions and asks those learners to do a teach-back to the rest of the cohort, and then answer questions.

READY TO ACHIEVE SIMILAR LEARNING SUCCESS?

See how to get started with boosting learner satisfaction, completion rates, and the overall learner experience in executive education.

Chat with a learning advisor today! 